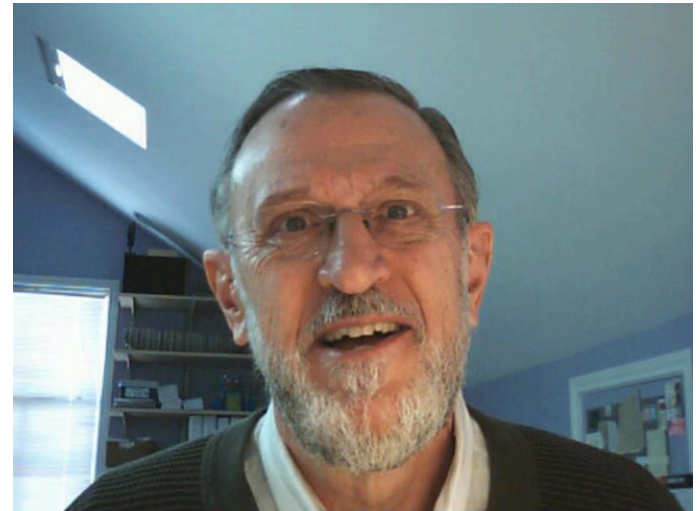

E-Cigarettes: Latest Research on Health Effects

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Today's Presentation

- ❑ 2014 Presentation to TSROC
- ❑ New Research
- ❑ Why does official public health refuse to consider tobacco harm reduction?
- ❑ Proposed guidelines for NM 2016 tobacco policy

JLN 10/14/2014 Presentation to TSROC

- ❑ Findings and policy recommendations per FDLI paper (attached)
 - E-cigs not recruiting non-smoking teens
 - E-cigs gateway away from smoking
 - E-cigs far safer than cigarettes
- ❑ Barriers to Tobacco Harm Reduction
 - Goal of tobacco-free society
 - Hatred and distrust of “big tobacco”
- ❑ Policy recommendations:
 - Support age limit on sales of e-cigs; but not taxation, prohibition in no-smoking areas or other restrictions

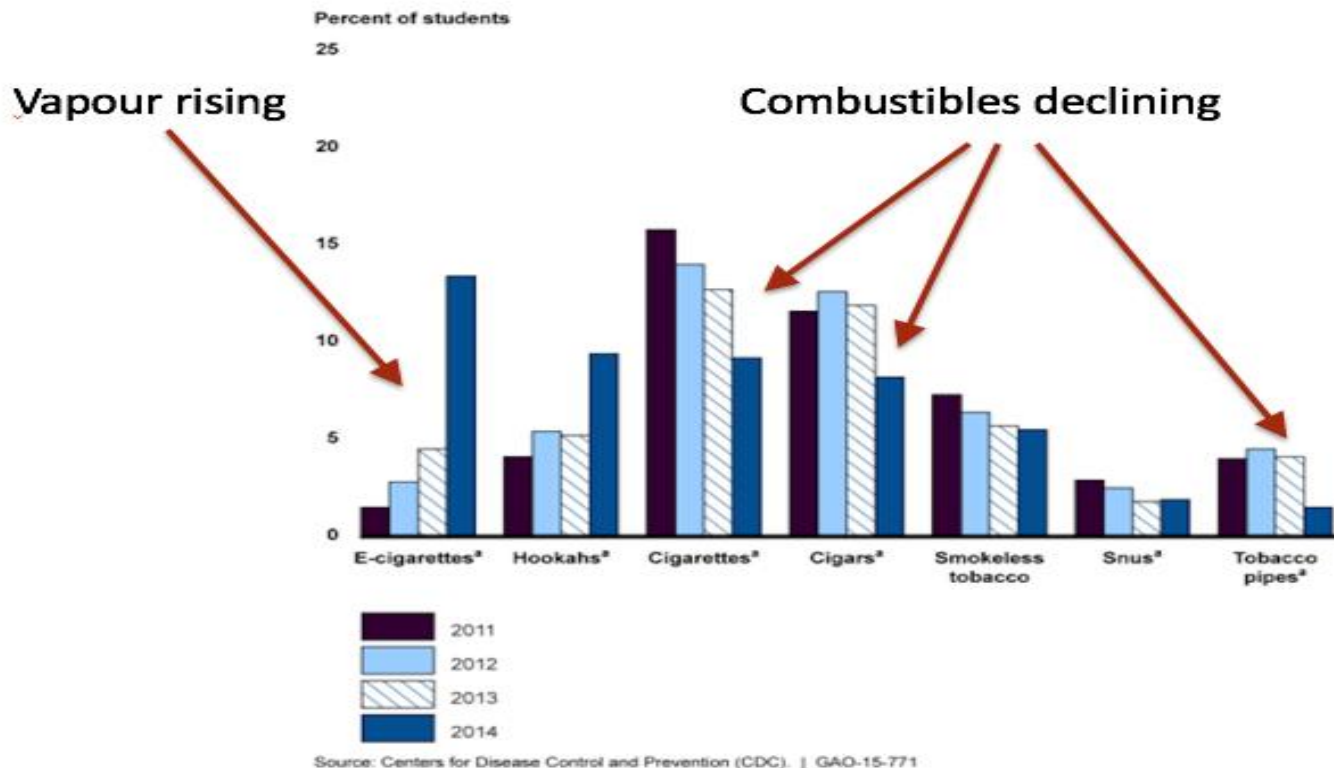
New Research: Slide 1: Overall Summary

- ❑ 2014 findings and recommendations re-affirmed
- ❑ Three Categories of risk
 - High Risk: Cigarettes and other combustibles
 - Low Risk: gums, patches, e-cigs and smokeless
 - No Risk: Only possible with total abstinence
- ❑ Addictiveness varies with risk

New Research: Slide 2: Public Health England Report

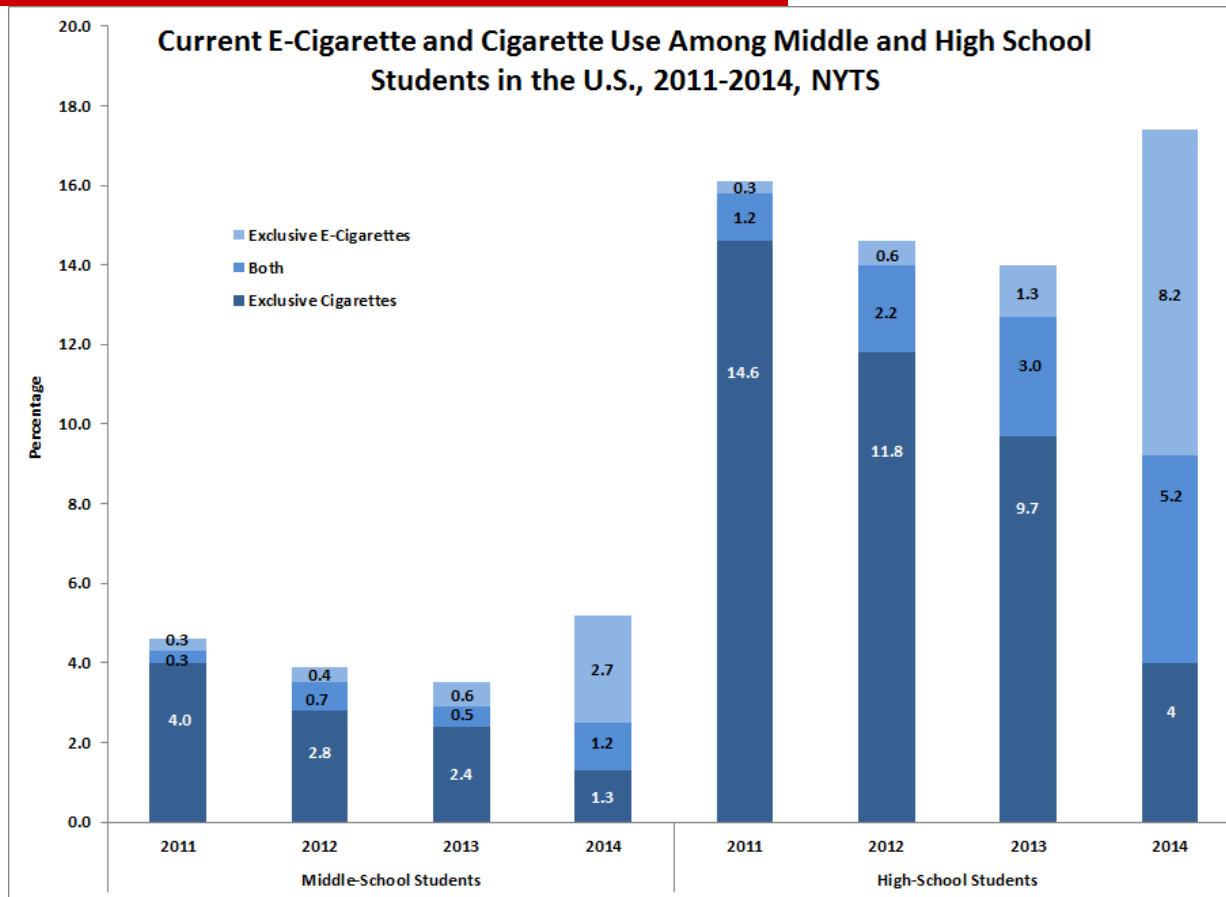
- ❑ 1 and 2. Smokers should be encouraged to try e-cigs whether or not they want to quit
- ❑ 3. E-cigs are contributing to long-term decline in smoking and attracting very few non-smokers
- ❑ 4. E-cigs can help people cut-down and quit, possibly even for those not intending to quit
- ❑ 5. No risk of nicotine poisoning to users, but e-liquids should be in “childproof” packaging
- ❑ 6. E-cigs about 95% safer than smoking
- ❑ 7 and 8. Continuing research and attention to regulation are needed.

New Research: Slide 3: CDC data re Teen use



http://www.cdc.gov/tobacco/data_statistics/surveys/nyts/

New Research: Slide 4: CDC data re Teen use



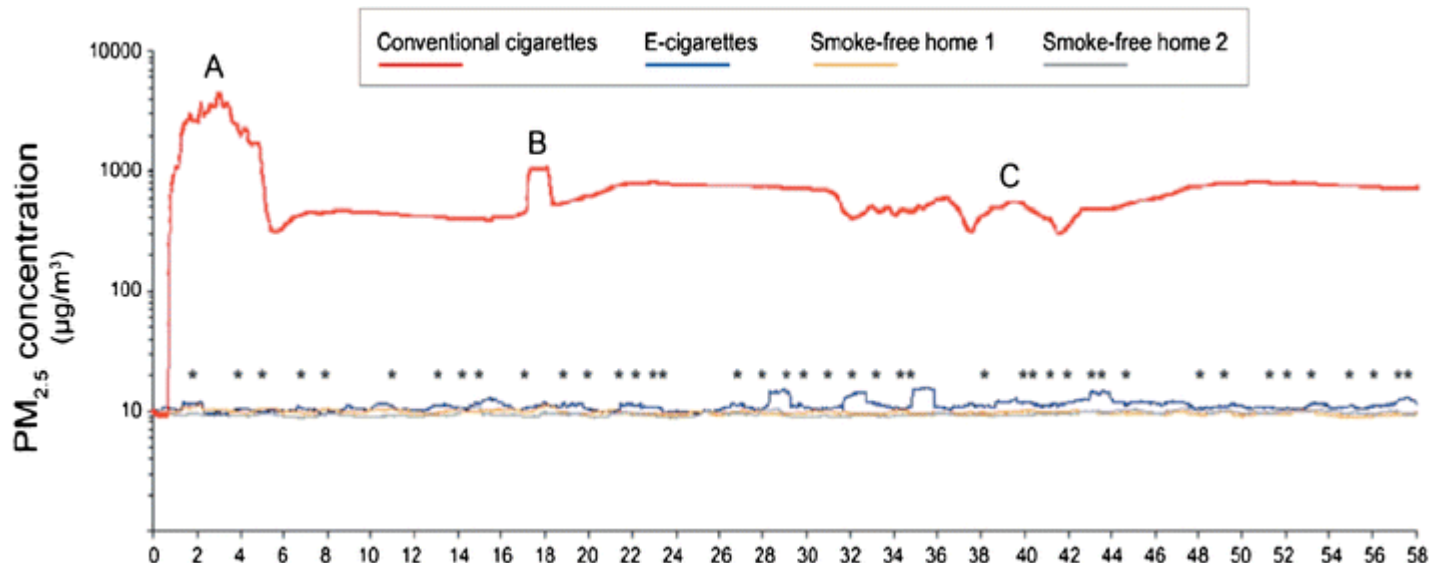
http://www.cdc.gov/tobacco/data_statistics/surveys/nyts/

New Research: Slide 5: Friedman Paper

- Friedman, Abigail S.: How does electronic cigarette access affect adolescent smoking. *Journal of Health Economics*. Accepted for publication 11 Oct. 2015. ref: JHE 1896
- State bans on e-cigarette sales to minors increase teen smoking 0.9% compared to states with no such ban. This is highly statistically significant and counteracts 70% of the downward pre-trend in states with bans.

New Research: Slide 6: Env. Tobc Smoke and E-cig Vapor

- Fernandez Esteve, et al: Particulate Matter from electronic cigarettes and conventional cigarettes: a systematic review and observational study. Posted on-line 9 Oct 2015; *Curr Envir Health Rpt* DOI: 10.1007/s40572-015-0072x



New Research: Slide 7: Dishonest CDC News Release

- ❑ Sandman PM. A promising candidate for most dangerously dishonest public health news release of the year. The Peter Sandman Risk Communication Website; 2015. 13 August 2015.
- ❑ Peter Sandman, a risk communication expert, posted a detailed analysis of an April 2015 **news release from CDC that dishonestly and dangerously misrepresented the findings of a survey report on tobacco use (including e-cigs) by high school and middle school students.** The press release was dishonest, and the press briefing even worse. Both had the **potential to do harm.**
- ❑ (re whether e-cigs are recruiting teens to smoking)
- ❑ (full Sandman report attached as handout)

Why does official public health refuse to consider tobacco harm reduction?

- ❑ Intense dislike and distrust of all things “tobacco” and commitment to “tobacco-free society”
 - Frames tobacco control as moral not public health issue
 - Rules out any consideration of a non-pharmaceutical nicotine delivery product in the context of any public health initiative
- ❑ Major financial conflicts of interest by leaders on public health side:
 - Political support, finance and volunteers based on crusade against evil tobacco industry
 - Dependence by both CDC and voluntaries on support from “big pharma”

Proposed guidelines for NM 2016 tobacco policy

- ❑ Impose no new restrictions or taxes on e-cigs
- ❑ Further restricting e-cig marketing, sales and availability will increase, not decrease teen and adult smoking
- ❑ Note that the nicotine products most accessible to children and teens are the pharmaceutical gums and patches
- ❑ Stand by for open warfare on FDA deeming regulations, designed to eliminate e-cigs from the market (other than those from the big tobacco companies)
- ❑ Consider the CO risk posed by hookahs